

Date: 31/07/2024

Sr. No.18

**BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY
AUTHORITY, MUMBAI**

**Video Conferencing Hearing as per MahaRERA Order No:
593/2023 Held by
Dr. Vasant Prabhu, Secretary**

SUO MOTU CASE NO. OF 2024	AGENT NO.	NAME OF THE AGENT	PROJECT NAME
201	A51800026821	NoBroker	Ashiana Lifestyle (Ashiana Group) - Panvel Pride

R O Z N A M A

Appearance: Absent

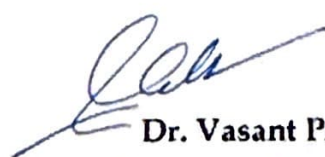
The Respondent failed to appear even though the notice of hearing and the link for the hearing was duly served upon the Respondent.

The Respondent had published an advertisement on a website namely "NoBroker" dated 05.06.2024 in respect of a real estate project "Panvel Pride" situated at Panvel wherein the QR Code of the real estate project was not incorporated in the advertisement.

In response to MahaRERA's hearing notice, the Respondent submitted that the said advertisement is rectified and QR code has been incorporated in the advertisement. However, the said rectification was not done within the time frame provided by Advertising Standards Council of India (i.e. 27.06.2024).

Therefore, after considering the written submissions of the Respondent, a penalty of Rs. 10,000/- is imposed upon the Respondent. The said penalty is to be paid within a period of 15 days from the date the penalty is enforced, failing which a further penalty of Rs. 1,000/- per day would be imposed upon the Respondent till compliance.

In view of the above, the said matter stands closed for order.



**Dr. Vasant Prabhu
Secretary MahaRERA**